

Message Text

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SUBJECT: YUGOSLAV COMMERCIAL EXHIBITIONS IN U.S.

TO: USYEC, VIRGINIA YORIO FOR J.S. WALKER
GENERAL ELECTRIC COMPANY
570 LEXINGTON AVE
NEW YORK, NY 10022

TELEX: RCA 234 698 (RUEHCR)

1. IN EFFORT TO STIMULATE EXPORT SALES TO U.S. YUGOSLAV
CHAMBER OF ECONOMY THROUGH ITS AFFILIATED MARKETING
ORGANIZATION "JUGOSLAVIJA PUBLIC," IS ORGANIZING SERIES OF
COMMERCIAL EXHIBITIONS TO BE HELD IN U.S. IN FALL 1978.
EXHIBITIONS WILL BE ENTITLED "YUEX - 78 - YUGOSLAVIA YOUR
PARTNER."

2. EXHIBITIONS WILL TAKE PLACE IN NEW YORK CITY (OCTOBER 23 -
27 - PROBABLY NEW YORK HILTON), BOSTON (OCTOBER 30 - NOVEMBER 3 -
SHERATON HOTEL), CHICAGO (NOVEMBER 6 - 10 - MERCHANDISE
MART) AND ST. LOUIS (NOVEMBER 13 - 17 - GATEWAY EXHIBITION
CENTER). EXHIBITION WILL BE ONLY FOR BUSINESSMEN. GENERAL
PUBLIC WILL NOT BE INVITED.

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3. EXHIBITIONS WILL BE ABOUT 300 SQUARE METERS IN SIZE. THERE
WILL ONLY BE SLIGHT DIFFERENCES BETWEEN THEM. APPROXIMATELY
25 -35 HIGH LEVEL YUGOSLAV BUSINESS AND GOVERNMENT OFFICIALS
WILL MAN EACH EXHIBIT. FOCO INTERNATIONAL, 551 5TH AVENUE,
NEW YORK IS HANDLING TECHNICAL AND MARKETING ARRANGEMENTS FOR
THE EXHIBITS. A PUBLICITY CAMPAIGN WILL PRECEDE THE SHOWS
WITH ARTICLES IN THE JOURNAL OF COMMERCE AND BROCHURES BEING

SENT TO 10,000 SELECTED U.S. PROSPECTS.

4. EACH EXHIBIT WILL CONTAIN PRODUCT SAMPLES COVERING FOLLOWING FOUR AREAS: AGRICULTURE AND FOOD PROCESSING; CHEMICALS; METALS AND ASSORTED CONSUMER PRODUCTS (I.E. TEXTILES, LEATHER GOODS, FOOTWEAR, SPORTS EQUIPMENT ETC.). IN ADDITION EACH EXHIBIT WILL OFFER DETAILED INFORMATION ON ZE YUGOSLAV ECONOMY (E.G. TOURISM, BANKING SYSTEM, JOINT VENTURES, TRANSPORTATION, ETC.)

5. MR. SLOBODAN ZARIC (JUGOSLAVIJA PUBLIC), WHO ADVISED EMBASSY OF EXHIBITS AND IS IN CHARGE OF THEIR PREPARATION, CLAIMS EXHIBITS WILL BE BY FAR LARGEST YUGOSLAV PROMOTIONAL EFFORT EVER UNDERTAKEN IN U.S. MARKET. ZARIC SAID THAT PURPOSE OF MARKETING EFFORT IS NOT TO INTRODUCE NEW PRODUCTS TO U.S. MARKET BUT RATHER TO ESTABLISH NEW BUSINESS CONTACTS AND TO ACQUAINT MORE U.S. BUSINESSMEN WITH YUGOSLAV PRODUCTS WHICH ARE ALREADY DEFINITELY COMPETITIVE AND WHICH CAN BE DELIVERED IN ANY QUANTITY DESIRED WITHIN ONE YEAR. GREATEST NUMBER OF PRODUCTS WILL BE FROM CROATIA AND SERBIA, FOLLOWED BY BOSNIA/ HERCEGOVINA AND MACEDONIA. ZARIC EMPHASIZED THAT YUGOSLAVS PARTICIPATING IN EXHIBIT WOULD BE HIGH LEVEL OFFICIALS THOROUGHLY FAMILIAR WITH THE PRODUCTS ON DISPLAY AND CAPABLE OF MAKING ON-THE-SPOT DECISIONS ON DELIVERY/PRICES, QUANTITIES, ETC. HE ADDED THAT YUGOSLAV EMBASSY AND CONSULATES IN THE U.S. WERE ATTEMPTING TO HAVE U.S. STATE GOVERNORS PARTICIPATE

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IN OPENING DAY CEREMONIES FOR THE EXHIBITS.

6. ZARIC COMMENTED THAT YUEX-78 IS A FOLLOWUP TO SMALL SCALE YUGOSLAV EXHIBITS HELD LAST YEAR IN NEW YORK CITY, CHICAGO AND LOS ANGELES. THESE EXHIBITS WERE LIMITED TO FOOD PRODUCTS AND WERE WELL RECEIVED. THE CONCLUSION WAS DRAWN FROM THESE EXHIBITS THAT THE MAJOR OBSTACLE TO INCREASING EXPORTS TO THE U.S. WAS NOT PRICE BUT INADEQUATE MARKETING EFFORTS. PACKAGING HAD TO BE IMPROVED, MORE APPROPRIATE MARKETING CHANNELS SELECTED AND GREATER ATTENTION PAID TO SAMPLES AND ADVERTISING. ZARIC ADDED THAT MOST YUGOSLAV FIRMS KNOW LITTLE ABOUT THE U.S. MARKET, MUCH LESS HOW TO ADVERTISE EFFECTIVELY IN IT.

7. ZARIC SAYS EXHIBITIONS ARE ALSO PLANNED FOR 1979 BUT THAT YUGOSLAVS ARE UNCERTAIN AS TO THE PROPER STRATEGY TO FOLLOW. THERE IS SOME SUPPORT FOR EMPHASIZING DALLAS AND HOUSTON BUT THE WEST COAST IS ALSO BEING CONSIDERED.

8. DURING BRIEFING OF EMBASSY ON YUEX -78 ZARIC REQUESTED EMBASSY ADVICE/ASSISTANCE IN FINDING ADDRESSES OF POTENTIAL NEW BUSINESS CONTACTS AND IN LOCATING SOURCES OF INFORMATION CONCERNING THIS TYPE OF DATA. HE ALSO ASKED FOR SUGGESTION ON HOW TO IMPROVE

THIS YEAR'S EXHIBITION.

9. COMMENT: IN CONTRAST TO THE ON AGAIN-OFF AGAIN TRADE DELEGATION VISIT, ARRANGEMENTS FOR YUEX-78 SEEM WELL IN HAND AND THE MARKETING STRATEGY BEHIND IT APPEARS REALISTIC AND WELL THOUGHT OUT. ZARIC, WHO HAS AT LEAST 14 YEARS OF MARKETING EXPERIENCE, APPEARS CAPABLE AND AGGRESSIVE. WE ARE HOPEFUL THAT THE EXHIBITIONS WILL BE SUCCESSFUL AND WILL DO WHAT WE CAN FROM HERE TO ASSIST.

10. ACTION REQUESTED: ZARIC HAS INDICATED THAT HE WILL BE IN THE U.S. WORKING ON THE EXHIBITIONS IN LATE AUGUST. WE BELIEVE IT WOULD BE BENEFICIAL TO ZARIC AND YUEX - UI IF HE COULD SPEAK WITH SOME COMMERCE SPECIALISTS REGARDING YUEX - 78 AND UNCLASSIFIED

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FUTURE YUGOSLAV MARKETING STRATEGY IN THE U.S. ZARIC HAS INDICATED HE WOULD BE WILLING TO TRAVEL TO WASHINGTON WHILE IN THE U.S. FOR THIS PURPOSE. HE ALSO BELIEVES THAT EVEN IN LATE AUGUST THERE WOULD STILL BE TIME ENOUGH TO UTILIZE EFFECTIVELY ANY COMMERCE SUGGESTIONS. PLEASE ADVISE WHETHER SUITABLE MEETINGS CAN BE ARRANGED. ZARIC SPEAKS GOOD ENGLISH. EAGLEBURGER

NOTE BYY OC/T: PASSED ABOVE ADDRESSEE.

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